

Visit USA Market Outlook

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Austrians increasingly prefer to spend their vacations abroad. They spent a record AS 60 billion (\$4.6 billion) traveling abroad in 1999, an increase of about 20% over 1998. They spent AS 2.1 billion (\$163 million) for travel to the United States, a rise of about 15%. We expect 2001 to show a momentary pause in these rates of increase because of the relatively strong U.S. dollar, but that the trend will resume if the Euro strengthens.

The United States enjoyed the highest popularity among long-haul destinations (meaning a destination outside Europe) for Austrian travelers. We expect the number of Austrian travelers to the United States to increase about 3 percent a year, (4.5% more came in 1999), if the dollar does not continue to rise. Total arrivals from Austria in 1999 were 194,230. Austria ranked 24th overall for arrivals to the United States. Austria was the 10th largest market in Europe generating visitors to the United States. The top ports of entry for Austrian travelers are, in order, New York, Miami, Chicago, Washington D.C., Los Angeles, San Francisco and Boston.

The most popular U.S. destinations are New York, Florida (Orlando, Miami), California (San Francisco, Los Angeles, San Diego), National Parks, Nevada and Hawaii. The most popular attractions are Disney World, Disney Land, Universal Studios, Sea World, ranches and shopping malls. Travel industry representatives see potential for adventure trips to Alaska, Washington State, Oregon, Colorado, Texas and Louisiana. However, New York, Florida, California and Las Vegas will remain strong attractions for the Austrian traveler. Repeat travelers choose destinations like New England, the Carolinas, Tennessee, Georgia and the Great Lakes.

The long-haul sector of the outbound market has enjoyed significant growth due to attractive packages offered to the United States, the Caribbean, South East Asia and South Africa. Industry experts forecast that Austrian long-haul pleasure travel will grow 10% annually over the next 5 years. Expenditures will not rise at the same rate since the average length per trip and cost is declining.

Stiff competition among the direct service carriers Austrian Airlines in cooperation with Lauda Air, United Airlines and Lufthansa (Star Alliance), KLM in cooperation with Northwest Airlines, and British Airways in cooperation with American Airlines, is expected to keep air fares low and attractive. Several carriers offered return trips to New York for AS 3,990 (\$309) compared to Frankfurt at AS 10,450 (809). British Airways picks-up the highest number of passengers originating from Vienna across the Atlantic. A strong dollar may keep some people from taking a trip to the United States, but we expect that much of this will be offset by increases in consumer incomes.

IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
The Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this CCG report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Opfer@doc.gov].

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

- ☐ Direct mail
- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff
- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied
- 5-Very dissatisfied
- 6-Not applicable

- ☐ Overall objectives
- ☐ Accuracy of information
- ☐ Completeness of information
- ☐ Clarity of information
- ☐ Relevance of information
- ☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

- ☐ Decided to enter or increase presence in market

- ☐ Developed an export marketing plan
- ☐ Added to knowledge of country/industry
- ☐ Corroborated market data from other sources
- ☐ Decided to bypass or reduce presence in market
- ☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
- ☐ Probably would
- ☐ Unsure
- ☐ Probably would not
- ☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): _____

3. Business activity (check one):

- ☐ Manufacturing
- ☐ Service
- ☐ Agent, broker, manufacturer's representative
- ☐ Export management or trading company
- ☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

- ☐ Less than \$10K
- ☐ \$11K-\$100K
- ☐ \$101K-\$500K
- ☐ \$501K-\$999K
- ☐ \$1M-\$5M
- ☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

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